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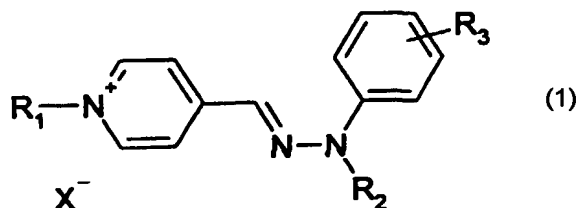
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(54) Title: **YELLOW CATIONIC DYES FOR DYING OF ORGANIC MATERIAL**

(57) Abstract: The present invention relates to novel cationic yellow dyes of formula (1) wherein R<sub>1</sub> and R<sub>2</sub> are each independently of the other a C<sub>1</sub>-C<sub>8</sub>alkyl radical or an unsubstituted or substituted benzyl radical, R<sub>3</sub> is hydrogen, C<sub>1</sub>-C<sub>8</sub>alkyl, C<sub>1</sub>-C<sub>8</sub>alkoxy, cyanide or halide, preferably hydrogen and X is an anion, with the proviso that at least one of the substituents R<sub>1</sub> is a benzyl radical and R<sub>2</sub> is a methyl radical, R<sub>2</sub> is not hydrogen, also to compositions thereof, especially comprising other dyes, to processes for the preparation thereof

and to the use thereof in the dyeing of organic material, such as keratin, wool, leather, silk, cellulose or polyamides, especially keratin-containing fibres, cotton or nylon, and preferably human hair.